BRITISH COLUMBIA

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highlights

a weekly digest of recently released British Columbia statistics

Aquaculture

- **Fish farmers in BC produced 40,600 tonnes of salmon and 5,400 tonnes of shellfish (mostly oysters and clams) in 1997.** The total on-site value of aquaculture production in the province was $185 million, most ($176 million) of it generated by salmon farming operations. This fledgling industry has made significant gains during the 1990s, with total aquaculture production in BC almost doubling, rising from 24,100 tonnes in 1991 to 46,200 last year. During the same period, Canadian aquaculture production has grown from 44,600 to 87,200 tonnes.
  Source: Statistics Canada

- **Although fish farms operate in all ten provinces, Canada's aquaculture industry is concentrated in BC (53%), New Brunswick (22%) and PEI (13%), which together account for 88% of all farmed fish and shellfish production in Canada.** New Brunswick's aquaculture industry is almost entirely focussed on salmon farming, which accounts for 98% of that province's aquaculture production. In PEI, shellfish farming dominates, with mussel and oyster production making up 99% of the total. BC's aquaculture industry is more diverse. Salmon farmers account for 88% of the province's aquaculture production, with shellfish producers accounting for most of the remaining 12%. The province also has a small trout farming industry. *Source: Statistics Canada*

- **British Columbia's aquaculture industry produced more than half of all Canadian farmed fish and shellfish in 1997.** Last year, BC salmon farmers produced two-thirds of all Canadian farmed salmon, and oyster farmers in the province were responsible for 70% of Canadian farmed oyster production.
  Source: Statistics Canada

- **Farmed BC salmon is mainly destined for export to countries such as the United States, Taiwan, and Japan.** In 1997, the province's exports of whole fresh or chilled Atlantic, Spring, and Coho salmon from fish farms were valued at $208 million, accounting for the bulk of the province's fresh salmon exports ($222 million). In 1991, farmed salmon accounted for $32 million of the $121 million of fresh salmon exported from BC. *Source: BC STATS*

The Economy

- **Consumers in the province continued to draw back from making new vehicle purchases in July.** Sales of new vehicles were down 14.4%, marking the seventh straight month in which they have fallen below last year's levels. 1997 was a good year for new vehicle sales, which rose 14.4% overall, and this year's slump is partly a reflection of the high level of sales recorded last year. Canadian sales were down 0.5% in July, largely due to sharp declines in BC, Saskatchewan (-16.6%) and Manitoba (-16.5%) and a moderate downturn in Quebec (-1.4%). *Source: Statistics Canada*

Housing

- **Housing starts in British Columbia edged down slightly (-1.0%, seasonally adjusted) between July and August.** The decline was the second in as many months, as new housing construction continued to reflect weak demand. Canadian housing starts rebounded, posting the first increase (+11.7%) since March. Much of the rebound was in the Toronto area, where construction activity had been hampered by labour

Report **Labour market integration of the sexes**

Did you know...?
Canada's labour force participation rate was 64.8% in 1997, about two percentage points less than that in the US. Canada's rate has been falling since the beginning of the decade, while the American participation rate has been rising.

conflicts. Starts surged ahead in Quebec (+23.3%), Ontario (+22.5%) and most parts of Atlantic Canada. In the prairies, they decreased at rates ranging from 4.3% in Alberta to 16.7% in Manitoba. *Source: Canada Mortgage and Housing Corporation*

- **The cost of new homes in the province continued to shrink in July.** The new housing price index (NHPI) for Victoria fell to 6.9% below the July 1997 level, bringing the cumulative deterioration in new house prices since 1992 to 22%. The NHPI for Vancouver was also down (-5.1%), with new house prices averaging 12% less than in 1992. Nationally, the index rose 1.0%, as the cost of new housing increased in all but six major centres. Calgary (+8.5%) posted the largest gain. Since 1992, new house prices in that city have risen 24%. Nationally, they are at about the same level as six years ago. *Source: Statistics Canada*

Tourism

- **Passenger traffic through Victoria's airport continued to climb in August.** Traffic was up 9.1% over the same month last year, with 123,560 passengers using the airport. Year-to-date, passenger traffic through the airport was 11.3% higher than in the first eight months of 1997. The number of people travelling through the airport has been increasing steadily since March 1995.
Source: Victoria Airport Authority

Radio Listening

- **British Columbians are spending less time listening to the radio.** In 1997, the average BC resident spent 18.1 hours listening to the radio, half an hour less than in the previous year. Radio listening in BC has been declining steadily since 1991, when it averaged 20.9 hours a week.

  Canadians spent an average of 19.9 hours each week tuned in to the radio. Residents of Quebec (20.8), Ontario (20.4) and Alberta (20.3) were the most avid listeners, while British Columbians were least likely to spend time listening to the radio.
Source: SC, Radio Listening

- **British Columbians are more likely to spend time tuned in to US radio stations (5.1%) than the average Canadian (3.5%).** They also favor talk shows (16.1%) more than the average Canadian (13.2%), but are less likely to spend time listening to adult-contemporary/golden oldies (28.3%, compared to 38.7%) or country music (9.9%, versus 13.4%). *Source: SC, Radio Listening*

Shift Work

- **In 1995, there were 634,000 dual-earner Canadian couples where both partners worked full-time and at least one of them was a shift worker.** In 18% of the 1.7 million couples where both partners worked full-time, the husband worked shifts, in 12% the wife did, and in 8%, both partners were shift workers.

  For most of these people, shift work was a requirement of the job, but 11% of women, and 7% of men, gave other reasons for working shifts. Half of the wives who worked shifts by choice did so in order to care for children or other family members. Husbands in this category were most likely to report that they chose shift work in order to earn more money. Couples who worked shifts had an average of 3.5 less hours per day that they could spend together (11.5 hours) than couples where neither partner was a shift worker (15.0 hours).
Source: SC Perspectives on Labour, Catalogue 75-001-XPE

Capacity Utilization Rates

- **Canadian industrial capacity utilization rates edged down for the first time in two years, decreasing from 85.7% to 85.6% between the first and second quarters.** Production rose despite strikes in the transportation equipment industry. However, recent business investment in plant and equipment has resulted in an expansion of output capacity and as a result, the ratio of actual to potential output dipped in the second quarter. Nevertheless, capacity utilization by Canadian industries remains well above historical levels. Utilization rates were highest in the construction (88.6%) and manufacturing (86.2%) industries. *Source: Statistics Canada*

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For data originating from Statistics Canada: data sourced to 'Statistics Canada' has been retrieved from CANSIM, the agency's electronic database; otherwise the source is identified as 'SC' plus the publication name or catalogue number.

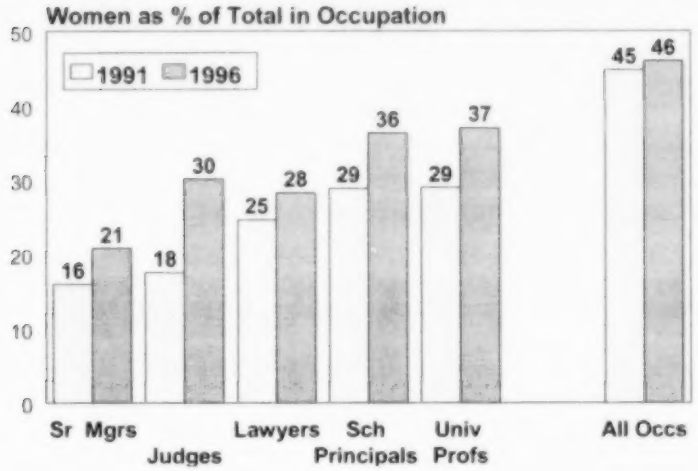
BRITISH COLUMBIA

BC STATS
1996 Census Fast Facts

Contact: Anne Kittredge
Tel: (250) 387-0374
Release: July 1998
Issue: 19

Focus on BC's Labour Market: Integration of the Sexes

BC Women Have Made Major Inroads into Society's Most Influential Jobs



In past decades, one of the most dramatic changes that occurred between Censuses was the increase in women's representation in the workforce. No longer is this the case. The labour force participation rate of women has levelled off so that between 1991 and 1996, women's presence in the workforce nudged up only slightly from 45 to 46 per cent. In recent years, the gender data that is of major interest is the integration of men and women into what were once the traditional occupations of the opposite sex.

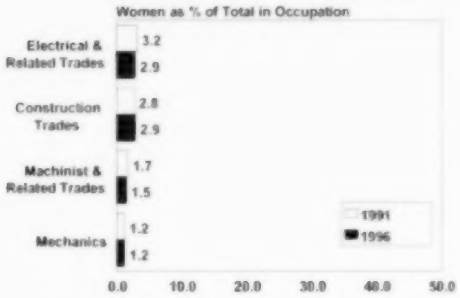
Women have made real progress in acquiring jobs in the management and professional categories. The graph above shows some examples of those occupations which are considered "power jobs" in today's society, and how well women have done in the last five years. The number of women in senior management positions, has almost doubled from 2,200 to 4,000. The male domination of School Principals has always been a bone of contention for women because they are usually recruited from the female-dominated teaching profession. Although still far from full integration, there has been significant progress in just five years.

A group of professional jobs that women historically stayed away from were the natural and applied science professions such as Geologists, Physicists, Engineers, etc. The 96 Census showed that almost all the occupations in this grouping underwent large increases in the representation of women. For example, Engineers were only 4.3 per cent female in 1991 but that almost doubled to 7.6 per cent five years later. The highest overall growth area in engineering is "Computer Engineers" and women have shared in the growth of this occupation. At the time of the 96 Census, women represented 15.4 per cent, or one in six, of all computer engineers. This is the engineering field where women have integrated the most successfully. (Surprisingly

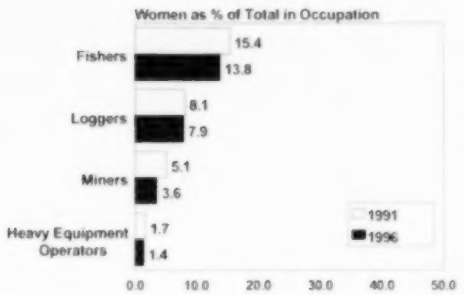
however, among systems analysts and computer programmers, women's representation actually declined, from 27 per cent in 1991 to 25 per cent in 1996.)

On the other hand, there are male-dominated areas where women have made virtually no progress.

Women show no signs of integrating into the highly-skilled/well-paid trades



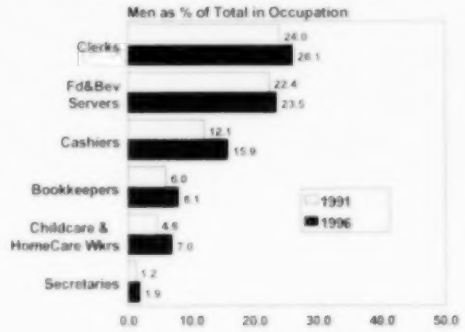
Nor the highly-paid, male-dominated Primary Occupations and Heavy Equipment Operators



The previous discussion covered women's progress into men's traditional occupations. Now to the men—how are they doing in making inroads into female-dominated jobs.

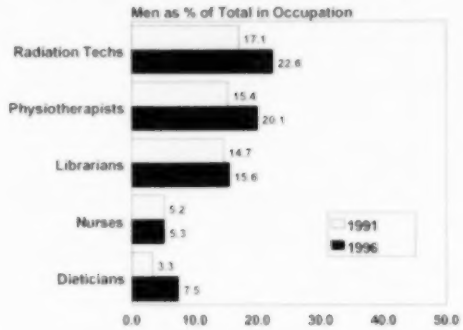
At last, men are beginning to show signs of integrating into female jobs. "Women's occupations" are generally lower paid than "men's occupations", so in the past there has been no real incentive for men to aspire to women's jobs. Although the pay differential between these groups has not significantly shifted, an economic incentive has developed ..."women's jobs" are currently where there are employment opportunities while "men's job" are difficult to come by.

Men are integrating slowly into the lower paid traditional female occupations



Among the professions, there are only a few that are female-dominated, primarily in the Health and Education sectors. Examples of "women's professions" where men have made progress are shown below.

Men have made some progress moving into the female-dominated professions.



The female professions that men do not seem to be more inclined towards are the social work field (men now represent 25 per cent compared to 31 per cent in 1991) and elementary school teaching (where men's representation is unchanged at 19 per cent).

British Columbia Experienced Labour Force
By Major Occupation Group - 1996

Occupation Group	Both Sexes			Female		Female as % of Total	
	1996	1991	%Change	1996	1991	1996	1991
All occupations	**1,904,510**	**1,721,690**	**10.6**	**874,365**	**770,320**	**45.9**	**44.7**
A0 Senior management occupations	19,315	13,780	40.2	4,005	2,195	20.7	15.9
A1 Specialist managers	36,120	34,485	4.7	10,220	8,970	28.3	26.0
A2 Managers in retail trade, food and accommodation services	63,525	64,435	-1.4	26,225	25,355	41.3	39.3
A3 Other managers n.e.c.	63,615	59,515	6.9	18,240	14,990	28.7	25.2
B0 Professional occupations in business and finance	34,280	23,180	47.9	14,275	8,725	41.6	37.6
B1 Finance and insurance administrative occupations	30,385	25,395	19.6	24,185	20,320	79.6	80.0
B2 Secretaries	42,985	49,745	-13.6	42,175	49,125	98.1	98.8
B3 Administrative and regulatory occupations	33,560	26,575	26.3	22,450	18,265	66.9	68.7
B4 Clerical supervisors	11,140	12,930	-13.8	6,605	7,945	59.3	61.4
B5 Clerical occupations	200,305	177,035	13.1	148,085	134,610	73.9	76.0
C0 Professional occupations in natural and applied sciences	43,765	36,060	21.4	7,615	5,410	17.4	15.0
C1 Technical occupations related to natural and applied sciences	47,545	40,915	16.2	7,005	5,420	14.7	13.2
D0 Professional occupations in health	19,465	15,620	24.6	8,790	6,110	45.2	39.1
D1 Nurse supervisors and registered nurses	30,940	29,545	4.7	29,295	28,005	94.7	94.8
D2 Technical and related occupations in health	19,720	19,695	0.1	13,540	13,915	68.7	70.7
D3 Assisting occupations in support of health services	19,250	17,310	11.2	17,245	15,610	89.6	90.2
E0 Judges, lawyers, psychologists, social workers, ministers of religion, and policy officers	37,140	27,830	33.5	18,890	12,320	50.9	44.3
E1 Teachers and professors	71,360	61,105	16.8	44,140	36,820	61.9	60.3
E2 Paralegals, social services workers and occupations in education and religion n.e.c.	17,765	15,980	11.2	13,030	11,380	73.3	71.2
F0 Professional occupations in art and culture	23,515	18,350	28.1	13,070	10,220	55.6	55.7
F1 Technical occupations in art, culture, recreation and sport	31,200	24,760	26.0	15,840	13,305	50.8	53.7
G0 Sales and service supervisors	11,715	11,755	-0.3	6,090	5,975	52.0	50.8
G1 Wholesale, technical, insurance, real estate sales specialists, and grain buyers	54,495	47,675	14.3	18,000	16,175	33.0	33.9
G2 Retail salespersons and sales clerks	80,595	78,815	2.3	49,535	49,600	61.5	62.9
G3 Cashiers	32,710	27,485	19.0	27,495	24,170	84.1	87.9
G4 Chefs and cooks	31,975	30,000	6.6	13,045	13,150	40.8	43.8
G5 Occupations in food and beverage service	44,475	40,095	10.9	34,010	31,120	76.5	77.6
G6 Occupations in protective services	28,555	28,730	-0.6	4,570	3,855	16.0	13.4
G7 Occupations in travel and accommodation including attendants in recreation and sport	21,185	16,825	25.9	13,390	10,475	63.2	62.3
G8 Childcare and home support workers	56,505	39,430	43.3	52,545	37,625	93.0	95.4
G9 Sales and service occupations n.e.c.	166,800	134,805	23.7	90,125	72,020	54.0	53.4
H0 Contractors and supervisors in trades and transportation	21,715	32,140	-32.4	905	1,060	4.2	3.3
H1 Construction trades	57,395	47,080	21.9	1,680	1,325	2.9	2.8
H2 Stationary engineers, power station operators and electrical trades and telecomm. occs.	19,270	18,885	2.0	560	610	2.9	3.2
H3 Machinists, metal forming, shaping and erecting occupations	9,885	9,950	-0.7	150	165	1.5	1.7
H4 Mechanics	43,000	42,430	1.3	530	520	1.2	1.2
H5 Other trades n.e.c.	15,860	14,780	7.3	3,075	3,890	19.4	26.3
H6 Heavy equipment and crane operators including drillers	14,525	14,760	-1.6	210	250	1.4	1.7
H7 Transportation equipment operators and related workers, excluding labourers	60,925	53,585	13.7	4,455	3,415	7.3	6.4
H8 Trades helpers, construction, and transportation labourers and related occupations	44,065	50,250	-12.3	3,985	4,460	9.0	8.9
I0 Occupations unique to agriculture excluding labourers	38,120	35,990	5.9	14,385	12,740	37.7	35.4
I1 Occs. unique to forestry operations, mining, oil and gas extraction, and fishing (excl laborers)	27,135	28,465	-4.7	1,910	2,140	7.0	7.5
I2 Primary production labourers	24,615	24,870	-1.0	5,030	5,385	20.4	21.7
J0 Supervisors in manufacturing	8,995	7,520	19.6	1,130	695	12.6	9.2
J1 Machine operators in manufacturing	53,340	55,410	-3.7	13,310	12,350	25.0	22.3
J2 Assemblers in manufacturing	12,200	11,285	8.1	2,330	2,025	19.1	17.9
J3 Labourers in processing, manufacturing and utilities	27,520	24,405	12.8	6,960	6,125	25.3	25.1

Source: Statistics Canada, 1996 Census
Prepared by: BC Stats

Infoline

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fax transmission information service from **BC STATS**

also on the Internet at http://www.bcstats.gov.bc.ca

BC at a glance . . .

POPULATION (thousands)	Apr 1/98	% change on one year ago
BC	3,958.7	1.4
Canada	30,488.9	1.0
GDP and INCOME		% change on
(BC - at market prices)	1997	one year ago
Gross Domestic Product (GDP) *($ millions)*	109,347	3.3
GDP *($ 1992 millions)*	98,201	2.2
GDP *($ 1992 per Capita)*	25,039	0.2
Personal Disposable Income *($ 1992 per Capita)*	16,515	-2.3
TRADE ($ millions)		
Manufacturing Shipments (seas. adj.) Jun	2,743	-5.2
Merchandise Exports (raw) Jun	2,074	-9.1
Retail Sales (seasonally adjusted) Jun	2,775	2.1
CONSUMER PRICE INDEX		% change on
(all items - 1992=100)	Jul '98	one year ago
BC	110.4	0.5
Canada	108.8	1.0
LABOUR FORCE (thousands)		% change on
(seasonally adjusted)	Aug '98	one year ago
Labour Force - BC	2,040	0.5
Employed - BC	1,864	0.5
Unemployed - BC	176	0.5
		Aug '97
Unemployment Rate - BC *(percent)*	8.6	8.6
Unemployment Rate - Canada *(percent)*	8.3	9.0
INTEREST RATES (percent)	Sept 9/98	Sept 10/97
Prime Business Rate	7.50	4.75
Conventional Mortgages - 1 year	7.45	5.65
- 5 year	7.55	7.00
US/CANADA EXCHANGE RATE	Sept 9/98	Sept 10/97
(avg. noon spot rate) Cdn $	1.5204	1.3849
US $ *(reciprocal of above rate)*	0.6577	0.7221
AVERAGE WEEKLY EARNINGS		% change on
(industrial aggregate - dollars)	Jun '98	one year ago
BC	622.54	0.2
Canada	605.61	0.8

SOURCES:

Population, Gross Domestic Product, Trade, Prices, Labour Force, Earnings } Statistics Canada

Interest Rates, Exchange Rates: Bank of Canada Weekly Financial Statistics

British Columbians recognize the value of buying products produced in BC and enthusiastically respond to supermarket labels and local artists. Many companies and institutions already make a point of considering the local alternatives when sourcing products. But often they are not aware of local suppliers, especially the start-up and smaller businesses that may be in their own back yard. If this sounds like a familiar problem we have a time honoured solution.

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